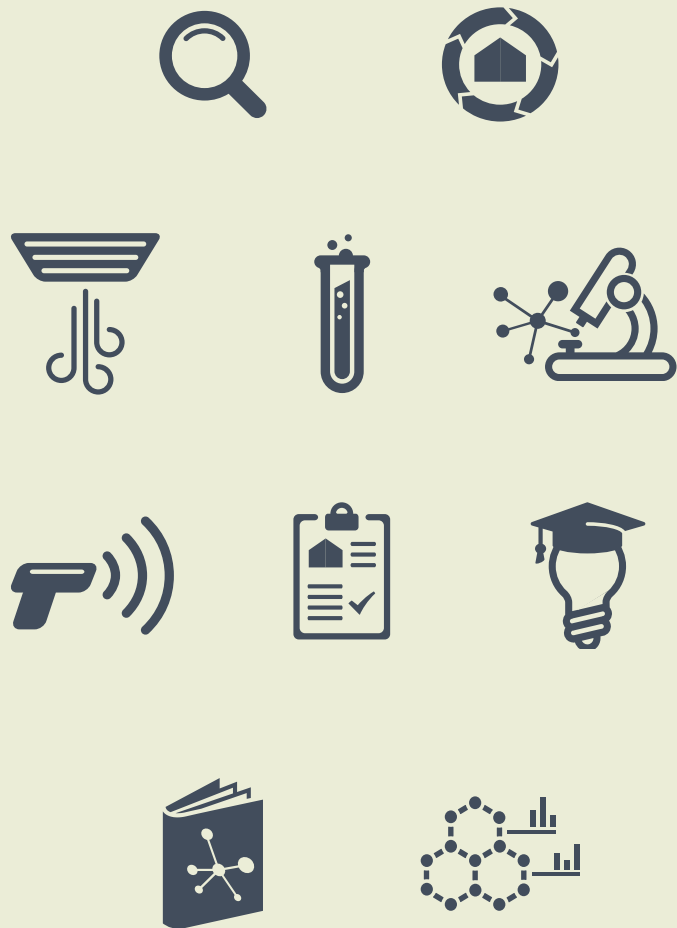




Iconography

The iconography uses clear-cut visual associations to bring a softer, more welcoming tone to a complex topic.

You will notice that the icons are all uniform in size, uncomplicated in their structure and indicative of the company's strong backbone of science, medicine and technology.